



Daily News

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News AT A GLANCE

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17th CPHI & PMEC India Expo gets off to rousing start in Noida

LAXMI YADAV

THE 17th edition of the CPHI & PMEC India Expo, South Asia's largest and most prestigious pharmaceutical industry event held by Informa Markets in India got underway from November 26th to November 28th, 2024, at the India

Expo Centre, Greater Noida.

This renowned platform will unite the Indian and South Asian pharmaceutical sectors, offering an unparalleled opportunity for networking, showcasing innovations, and driving industry growth.

Shaping future of pharma industry
The CPHI & PMEC India Expo 2024

promises to be a transformative event for the pharmaceutical sector, bringing together over 50,000 industry professionals and 2,000 exhibitors, who will present more than 10,000 innovative products. The expo will showcase advancements across the pharmaceutical value chain, facilitating high-value

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Partnering Through Innovation

We would love to
SEE YOU AT!

NOVEMBER 2024
26TH - 27TH-28TH

Scan QR To
Pre-Book A Meeting

HALL NO : 08
STALL NO : Q01

VENUE
India Expo Centre,
Greater Noida, Delhi.

Transformation of India from Generics Maker to Innovator through the Annals of CPHI



DR. SANJAY AGRAWAL

INDIA'S pharmaceutical industry has long been celebrated as the "pharmacy of the world," primarily due to its robust generics manufacturing capabilities. However, in recent years, the country's pharmaceutical sector has been undergoing a significant transformation, moving from being a global supplier of generic drugs to becoming a hub of innovation. This shift is not only revolutionizing the Indian pharmaceutical landscape but also positioning the country as a key player in the global drug development and biotechnology arenas.

One of the prominent milestones in this journey is India's growing presence and leadership at events like CPHI (Convention on Pharmaceutical Ingredients), a global platform where industry stakeholders gather to discuss trends, challenges, and advancements in pharmaceuticals. Through the annals of CPHI, India's pharmaceutical sector has charted a remarkable path toward innovation, moving beyond its traditional role as a generics powerhouse.

The Indian Generics Revolution: Laying the Foundation

India's dominance in generics is the result of decades of development, beginning with the country's progressive pharmaceutical policies in the 1970s. The Patent Act of 1970, which allowed Indian companies to manufacture patented drugs via alternative processes, played a crucial role in building the nation's generic drug manufacturing capabilities. This led to the rise of major pharmaceutical companies like Sun Pharma, Cipla, and Dr. Reddy's Laboratories, which became global leaders in the production of affordable medicines.

By the early 2000s, Indian pharmaceutical firms were exporting generics to over 200 countries, accounting for approximately 20% of the global generic drug supply. India became synonymous

with cost-effective, high-quality generics, a critical contributor to the accessibility of medicines in both developed and developing nations.

Shifting from Generics to Innovation

While India's success in generics laid a strong foundation, the evolving pharmaceutical landscape demanded more. Increased competition from countries like China, rising regulatory standards, and growing demand for innovative therapies spurred Indian companies to rethink their strategies. The ability to compete on price alone was no longer sufficient. To stay relevant and secure a stronger position in the global market, Indian pharmaceutical companies began to invest heavily in research and development (R&D).

Over the past decade, R&D spending by Indian pharmaceutical firms has increased substantially. Companies like Biocon, Bharat Biotech, Zydus Cadila, and Glenmark have shifted their focus toward biologics, novel drug delivery systems, biosimilars, and innovative therapies such as monoclonal antibodies and gene therapies. This shift is a clear signal that India is no longer content with being a manufacturer of low-cost generics but is striving to become a key player in the development of next-generation medicines.

The Role of CPHI in India's Transformation

CPHI has been an essential platform for India's pharmaceutical industry to showcase its evolution from generics to innovation. The event, which is held annually in different locations around the world, brings together thousands of industry professionals, from drug manufacturers and suppliers to researchers and regulators.

India's growing prominence at CPHI can be seen in the expanding presence of Indian pharmaceutical companies at the event, not only as exhibitors but also as thought leaders, presenting cutting-edge research and innovations. Through participation in CPHI, Indian pharmaceutical companies have formed strategic global partnerships, shared knowledge, and collaborated on research projects that have furthered their innovation agenda.

Milestones at CPHI: India's Innovation Journey

1. Biocon's Biologic Advancements

At various CPHI events, Biocon has emerged as a significant player in the biosimilars market, producing affordable

biologics and biosimilars for complex diseases like cancer and diabetes. Their participation in CPHI has enabled Biocon to foster international collaborations and position itself as a pioneer in this rapidly growing field.

2. Bharat Biotech's Vaccine Innovation

Bharat Biotech has made headlines globally for its development of Covaxin, India's first indigenous COVID-19 vaccine. This achievement was the culmination of years of innovation in the vaccine space, a journey that has been charted at events like CPHI. Through CPHI, Bharat Biotech has been able to showcase its R&D prowess, forming partnerships that helped accelerate the global distribution of Covaxin during the pandemic.

3. Sun Pharma's R&D Investments

Sun Pharma has been a key player in India's pharmaceutical evolution, investing heavily in R&D for novel drug development, particularly in dermatology, oncology, and neurology. Their participation at CPHI events has helped them highlight their shift from generic manufacturing to innovative drug discovery.

4. Zydus Cadila's Breakthroughs in Gene Therapy

Zydus Cadila made waves at CPHI with its development of the world's first plasmid DNA vaccine, ZyCoV-D, for COVID-19. Their innovative approach, showcased on a global stage, solidified India's reputation as a center for advanced therapeutic development. Zydus is also exploring breakthroughs in gene therapies, with CPHI acting as a platform for forming key collaborations.

Government Support for Innovation

India's transformation from a generics manufacturer to an innovator has been supported by proactive government policies. The Department of Pharmaceuticals, along with the Biotechnology Industry Research Assistance Council (BIRAC), has rolled out several initiatives to encourage innovation. Programs like the *Pradhan Mantri Bhartiya Janashadhi Pariyojana* (PMBJP) and the *Pharmaceuticals Technology Upgradation Assistance Scheme* (PTUAS) aim to bolster R&D efforts and incentivize innovation in both the public and private sectors.

Moreover, the government's "Make in India" initiative has played a crucial role in encouraging local pharmaceutical companies to invest in high-tech manufacturing capabilities, fostering the de-

velopment of biologics, biosimilars, and other advanced therapies.

Future Outlook: India as a Global Innovator

India's journey from generics to innovation is still ongoing, but the future looks promising. The country's pharmaceutical industry is now not only a leader in generics but also a rising star in the development of cutting-edge therapies. Companies like Serum Institute, Biocon, and Sun Pharma are already leading the charge in biologics and biosimilars, while others are exploring novel treatments for cancer, autoimmune diseases, and genetic disorders.

India's presence at events like CPHI will continue to be a key driver of this transformation, providing the platform for Indian companies to showcase their advancements and form critical global partnerships. As the industry moves forward, we can expect to see even more breakthroughs in areas such as precision medicine, gene therapy, and digital health solutions.

Challenges on the Path Ahead

Despite the significant progress, challenges remain on the road to full-scale innovation. Intellectual property (IP) issues, regulatory hurdles, and the need for sustained investment in R&D are ongoing concerns for Indian pharmaceutical companies. Additionally, building a skilled workforce that is well-versed in cutting-edge research and manufacturing technologies will be crucial to sustaining this momentum.

The key to overcoming these challenges will lie in continued collaboration—both within India's pharmaceutical ecosystem and with global partners. Platforms like CPHI will play an integral role in facilitating these collaborations, helping Indian companies navigate the complex regulatory landscape, secure funding, and bring innovative therapies to market faster.

Conclusion

India's pharmaceutical sector has come a long way from being primarily a generics producer. Today, it stands at the cusp of becoming a global innovator in drug development, biosimilars, and advanced therapies. The annals of CPHI trace this remarkable journey, highlighting the country's growing influence in the global pharmaceutical landscape.

(The author is the Leading Pharmaceutical Consultant and Editor-in-Chief of IJMToday)